

Good afternoon, my name is Jim Henter, President of the Iowa Retail Federation. The Iowa Retail Federation is a state wide trade organization representing hundreds of retailers doing business in Iowa.

Thank you for this opportunity to visit with you about this important issue.

I would like to share some information on a area that is very underutilized and that is Energy Star opportunities.

Energy Star is a designation for products that meet strict energy efficient criteria set by the US Environmental Protection Agency and US Department of Energy.

There are more than 50 categories of products that are eligible today for the Energy Star designation. I will highlight a few and please note that while most of these are for Iowa households, there are many items used in Iowa businesses as well.

Clothes washers  
Dehumidifiers  
Dishwashers  
Refrigerators & Freezers  
Room AC  
Air-source Heat pumps  
Central AC  
Ceiling Fans  
Furnaces  
Geothermal Heat Pumps  
Programmable Thermostats  
Ventilating Fans  
Cordless Phones  
DVD Products  
Home Audio  
Televisions

VCRs  
Computers  
Copiers & Fax Machines  
Mailing Machines  
Monitors  
Printers, Scanners & All-in-ones  
Compact Fluorescent Light Bulbs  
Ceiling Fans  
Exit Signs  
Commercial Dishwashers  
Commercial Fryers  
Commercial Ice Machines  
Vending Machines

I will share just a few facts on the impact of using Energy Star products.

I would encourage you to visit the Energy Star website for additional information and programs.

Energy Star website: [www.energystar.gov](http://www.energystar.gov)

Energy Star dishwashers, for example, typically use one-third less water, or about 4 gallons per cycle compared with the typical 6-gallon cycles. In the long run, this reduces a household's utility bills and personal consumption.

If every U.S. household changed just one light bulb or fixture to an Energy Star bulb, each year our country would save \$600 million in energy costs, enough energy to light 3 million homes, and prevent greenhouse gases equivalent to the emissions from more than 800,000 cars. Lighting accounts for about 20 percent of a home's electricity use. Energy Star qualified light bulbs and fixtures use about 75 percent less energy than standard lighting, with bulbs that last six to ten times longer. One Energy Star qualified bulb can save about \$30 or more in energy costs over its lifetime.

In 2006, Americans, with the help of Energy Star, avoided greenhouse gas emissions equivalent to those from 25 million automobiles in 2006 – up from 23 million in 2005 – while saving more than \$14 billion on their energy bills. Americans also saved a significant amount of energy in 2006 – 170 billion kilowatt hours (kWh) – or almost five percent of the total 2006 electricity demand.

Energy efficient choices can save families about a third on their energy bill with similar savings of greenhouse emissions, without sacrificing features, style or comfort.

What can Iowa do to promote the purchase of Energy Star products?

October is Energy Awareness month. Use this month to partner with businesses, associations and citizens to provide programs to promote public understanding our energy needs and to reduce energy consumption.

Earlier this month the State of Virginia (3 day) and Georgia (4 day) held an Energy Star sales tax holiday.

In Connecticut Energy Star appliances were exempt from sales and use tax from June 4, - September 30, 2007.

Texas will have a Energy Star sales tax holiday on May 25 – 27, 2008.

I think to encourage Iowans to purchase energy efficient products that Iowa should consider implementing a Energy Star sales tax holiday for October of 2008.

I would like to briefly mention another area, and that is demand response. Large businesses have the opportunity to reduce their energy costs by pledging to cut back on energy consumption during peak energy use periods called demand response.

In Iowa, Both Alliant and MidAmerican have load management programs for nonresidential customers with loads larger than 200 to 250 kwh.

The RECs also have some programs, especially for agricultural customers.

The municipalities have some programs but these vary by town.

A couple bits of feedback I received:

1. A program offered by Kansas City Power and Light called MPower, which is a good example of available programs in the Midwest. MPower provides businesses with an annual payment just for agreeing to "be on call" to reduce their usage by a fixed amount if requested. It also provides you with an additional incentive every time they are asked to reduce their usage and successfully do so.
2. A member mentioned a interruptible program offered by one of the utilities, however was not aware of any others that existed. We may want to look at providing better communication on the programs that are available and / or any new programs that are developed.

Thank you for your time and consideration.